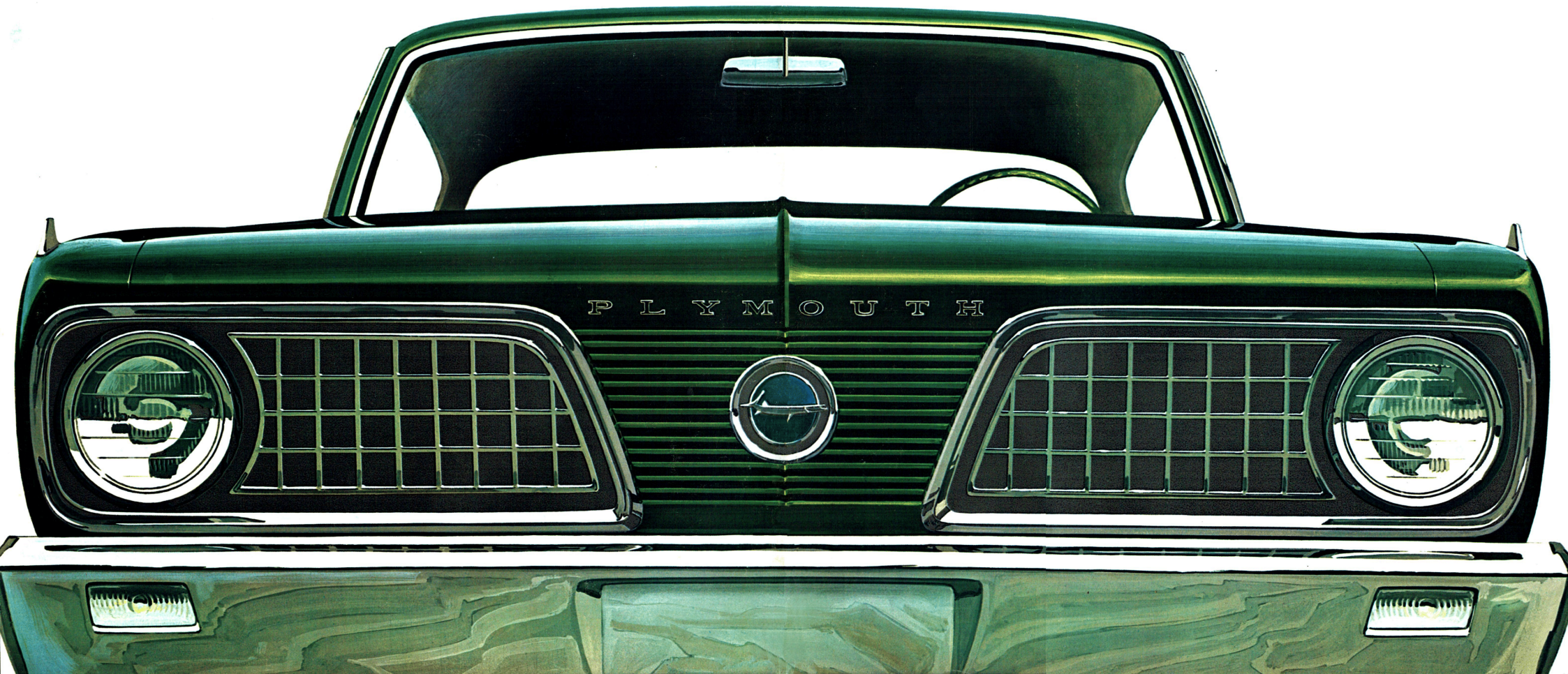


Let yourself go... *Plymouth*

PLYMOUTH DIVISION  CHRYSLER
MOTORS CORPORATION

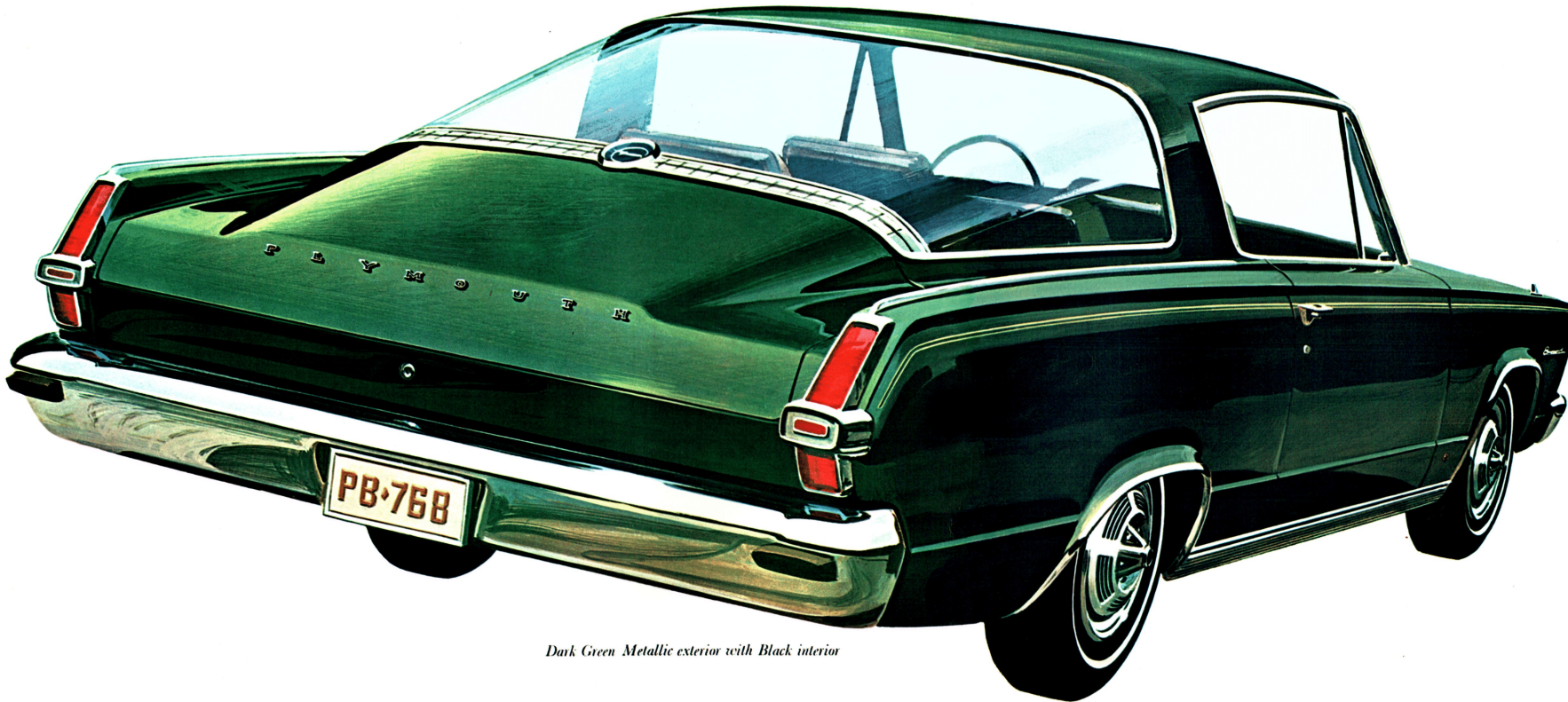
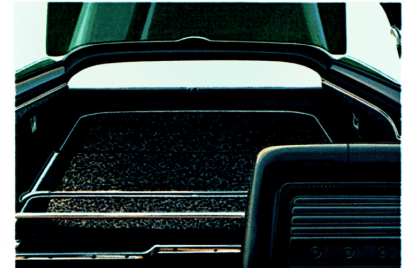
'66 Plymouth Barracuda



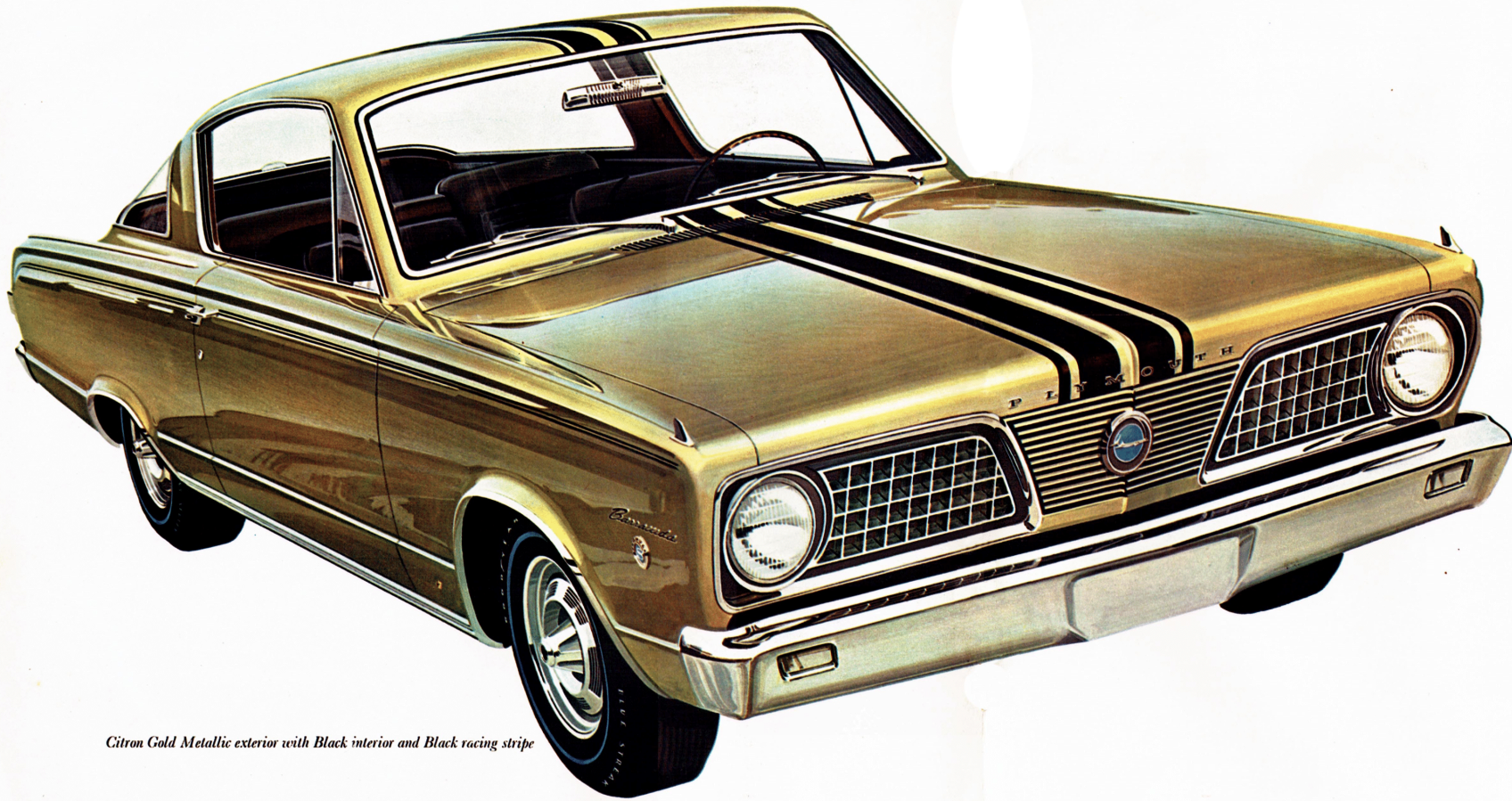
Barracuda



After a highly successful selling year in 1965, what do you do for an encore? It was easy for Barracuda! Look over this '66 model and see what we mean. Start at the front. The bold, die-cast grille is distinctively styled, and is a Barracuda exclusive. A new Barracuda medallion embellishes the center of the divider. Along both sides, a lacquered stripe, color-keyed to the interior trim, runs from the front fender to the rear. Fender-mounted turn signal indicators add an extra luxury note to the beauty of the '66 Plymouth Barracuda. The popular fastback styling has 14.4 sq. ft. of fully tinted glass in the rear window. Now let's look inside. New for '66, we see shell-type bucket seats up front. Seat and door panel trim is all-vinyl. Bright, rich, colorful carpeting covers both front and rear floor areas, as well as the storage area. A Barracuda exclusive is the instrument panel. Easy-to-read dials and gauges, including the vacuum gauge or optional tachometer, add to the sporty image of this fast-moving fastback. One of the best-liked features of the Plymouth Barracuda is its seven-foot-long, versatile storage space. In the illustration below, you can see that with the back seat folded down, there is plenty of room for practically anything under 7 feet long to be loaded and carried. A "security panel" for storing valuables separates the cargo area from the passenger compartment. *Let yourself go . . . Plymouth.*



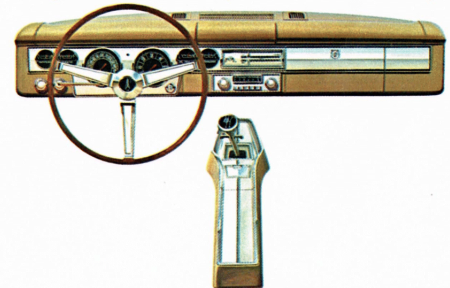
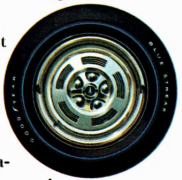
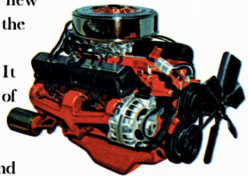
Dark Green Metallic exterior with Black interior

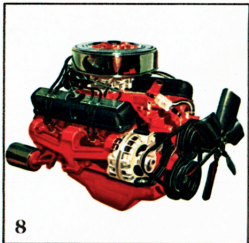
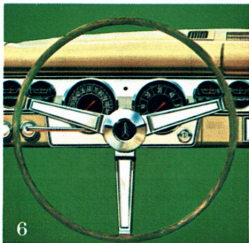
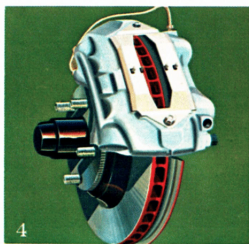
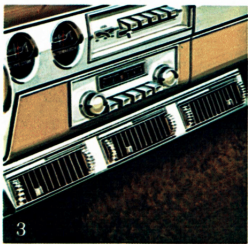
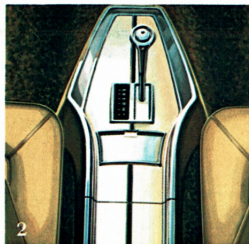


Citron Gold Metallic exterior with Black interior and Black racing stripe

Formula 'S'

Some like 'em hot . . . and the '66 Plymouth Barracuda with the Formula 'S' Package fills the bill. The big, husky Commando "273" for get up and go. The rallye suspension and heavy-duty shocks for improved handling and cornering. Wide-rim (14" x 5½") wheels and special Blue Streak tires for road-hugging traction. A readable tachometer that replaces the standard vacuum gauge. Wheel covers that simulate bolt-on wheels. Optional equipment includes a new center console for either the 4-speed manual or the automatic transmission. It extends from the back of the front seat up to the instrument panel, and features an ash receiver and a storage compartment. Caliper-type disc brakes on the front wheels. They are ideally suited for those who want the predictable, stable action so necessary for rallies. Highly resistant to exposure to water, dust or temperature extremes. Formula 'S', the Barracuda optional package that could change your thinking about fastback performance just as radically as Barracuda changed America's thinking about fastback versatility.





Optional equipment

1. AM Radio. Push-button operated, fully transistorized. Plays the moment you turn it on, no waiting for warm-up.

2. Center Console. This new console extends from the back of the front seat up to the instrument panel. Has ash receiver and storage compartment. For automatic transmission (as shown), or 4-speed manual shift.

3. Air Conditioning.* Operates quietly and efficiently to give you "controlled weather" inside, no matter what's going on outside.

4. Front-Wheel Disc Brakes. A race-car-spawned innovation that can add to passenger-car brake life. Caliper-type disc brakes are noted for their predictable, stable action, even under repeated hard use, or exposure to water, dust or temperature extremes.

5. Remote-Control Rear-View Mirror. A handy toggle control on the driver's door permits adjustment of the mirror in all types of weather, without lowering window.

6. Power Steering. Full-time power steering; fingertip control for maneuvering your Plymouth Barracuda on the road, or on rallies. Especially handy for getting in and out of tight parking spaces.

7. Sport Wheel Covers. Exposed chromium-plated wheel bolts give Barracuda's wheels that sports-car appearance. A modestly priced option you'll surely want.

8. Commando 273-cu.-in. V-8 Engine. A spirited performer that features 235 horsepower, 4-barrel carburetor, and compression ratio of 10.5 to 1.

Power Brakes. Make braking decidedly easier, at the touch of a toe. Improved to increase responsiveness and "pedal feel".

Bumper Guards. Extra protection for bumpers and finish.

Emergency Flasher. Sets parking and stoplights flashing.

Tachometer. A must for the performance-minded car buff.

Tinted Windshield. Cuts glare. An eye-saver on long trips.

Tinted Glass-All Windows. For a cooler car in hot weather.

Sure-Grip Differential. Extra traction on icy or sandy roads.

Vinyl Roof Covering. An added touch of distinctive styling.

Seat Belt Retractors. Keep belts out of way when not in use.

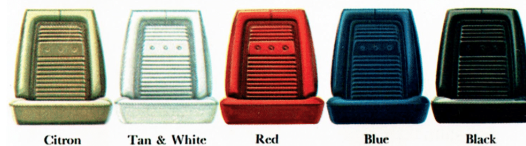
Undercoating. Combined corrosion protection and sound damper.

Trailer-Towing Package. Specially engineered—factory installed.

*Not available with 170-cu.-in. engine or 273-cu.-in. engine with manual 3-speed transmission.

Ask your Plymouth Dealer for other available options and accessories.

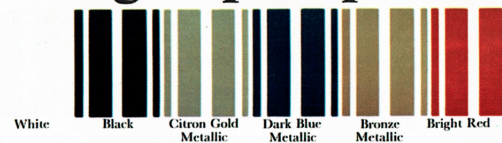
Interiors



Exteriors

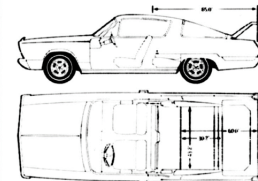


Racing stripes, optional



Colors shown here may differ slightly from color chips available at your Plymouth Dealer.

Specifications



Standard 6-cyl. Engine
Horsepower 145 at 4000 rpm
Torque, lbs.-ft. 215 at 2400 rpm
Compression ratio 8.4 to 1
Bore, in. 3.40
Stroke, in. 4.125
Displacement, cu. in. 225

Standard V-8 Engine
Horsepower 180 at 4200 rpm
Torque, lbs.-ft. 260 at 1600 rpm
Compression ratio 8.8 to 1
Bore, in. 3.625
Stroke, in. 3.31
Displacement, cu. in. 273

Optional Commando V-8 Engine
Horsepower 235 at 5200 rpm
Torque, lbs.-ft. 280 at 4000 rpm
Compression ratio 10.5 to 1
Bore, in. 3.625
Stroke, in. 3.31
Displacement, cu. in. 273

Electrical System
48-amp.-hr. battery standard with all engines. Chrysler Corporation alternator with high charging rate at low engine speeds.

Suspension
Front Torsion bars and ball joints
Rear 2 1/2-in. outboard-mounted torsion bars, asymmetrical leaf springs

Shock absorbers. Oriflow type
Brakes
Four-wheel hydraulic, internal expanding, duo-servo with self-energizing shoes. Molded asbestos lining, bonded shoes. Size: 9 x 2.25 front shoes, front wheel; 9 x 2.50 rear shoes, front wheel; 9 x 2.00 both shoes, rear wheel. Lining area: 153.5 square inches.

Rear Axle
Type Hotchkiss drive, hypoid rear axle. Ratio with all 225-cu.-in. engines with manual transmissions . . . standard V-8 with 4-speed manual and Commando V-8 (all transmissions) . . . 3.23 to 1. With 225-cu.-in. and automatic and Commando V-8, (3-speed and automatic transmissions) . . . 2.93 to 1.

The policy of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence, specifications, equipment, and prices are subject to change without notice. Product information published herein, while correct at time of publication, is subject to change. Automobiles pictured, in some cases, show optional equipment, available at extra cost.

Customer care and the Chrysler Corporation's 5-year/50,000-mile engine and drive train warranty* . . . are just a couple more good reasons for letting yourself go Plymouth in '66.

*Here's how Plymouth's 5-year/50,000-mile engine and drive train warranty protects you: Chrysler Corporation confidently warrants all of the following vital parts of its 1966 cars for 5 years or 50,000 miles, whichever comes first, during which time any such parts that prove defective in material and workmanship will be replaced or repaired at a Chrysler Motors Corporation Authorized Dealer's place of business without charge for such parts or labor: engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excepting manual clutch), torque converter, drive shaft, universal joints, rear axle and differential and rear wheel bearings. Required maintenance: The following maintenance services are required under the warranty—change engine oil every 3 months or 4,000 miles, whichever comes first; replace oil filter every second oil change; clean carburetor air filter every 6 months and replace it every 2 years; and every 6 months furnish evidence of this required service to a Chrysler Motors Corporation Authorized Dealer and request him to certify receipt of such evidence and your car's mileage. Simple enough for such important protection.



Root in U.S.A. Code No. 81-505-6025

Let yourself go... *Plymouth*

PLYMOUTH DIVISION



CHRYSLER
MOTORS CORPORATION

